

Amendments to the Claims:

1. (canceled)
2. (previously presented): A method of encoding substantially imperceptible auxiliary information into a video signal including at least one video object, the method comprising:
  - steganographically encoding object information about the video object into the video signal; and
  - associating the object information with an action, where the action is performed in response to user selection of the video object through a user interface while the video signal is playing, wherein the video signal is steganographically encoded with at least two identifiers, each identifier corresponding to distinct video objects in frames of the video signal, and each identifier being associated with actions relating to the corresponding video objects.
3. (previously presented): A method of encoding substantially imperceptible auxiliary information into a video signal including at least one video object, the method comprising:
  - steganographically encoding object information about the video object into the video signal; and
  - associating the object information with an action, where the action is performed in response to user selection of the video object through a user interface while the video signal is playing, wherein the object information is encoded in a watermark signal that

covers a portion of a screen area of frames in the video signal where the video object is located.

4. (previously presented): A method of encoding substantially imperceptible auxiliary information into a video signal including at least one video object, the method comprising:

steganographically encoding object information about the video object into the video signal; and

associating the object information with an action, where the action is performed in response to user selection of the video object through a user interface while the video signal is playing, wherein object information for at least two different video objects in the video signal is steganographically encoded in different portions of frames of the video signals where the corresponding video objects are located.

5. (previously presented): A method of encoding substantially imperceptible auxiliary information into a video signal including at least one video object, the method comprising:

steganographically encoding object information about the video object into the video signal; and

associating the object information with an action, where the action is performed in response to user selection of the video object through a user interface while the video signal is playing, wherein the object information includes screen location information indicating where the video object is located in the video signal.

6. (original): The method of claim 5 wherein object information is encoded for at least two different video objects in the video signal, and the object information includes location information indicating where the video objects are located in the video signal.

7. (previously presented): A method of encoding substantially imperceptible auxiliary information into a video signal including at least one video object, the method comprising:

steganographically encoding object information about the video object into the video signal; and

associating the object information with an action, where the action is performed in response to user selection of the video object through a user interface while the video signal is playing, wherein the object information is encoded in a pre-recorded video object, which forms part of the video signal.

8. (original): The method of claim 7 wherein the pre-recorded video object is composited with video frames to form the video signal.

9. (original): The method of claim 7 wherein the pre-recorded video object is composited with at least one other video object to form the video signal, where the video objects are each steganographically encoded with object specific information.

10. (previously presented): A method of encoding substantially imperceptible auxiliary information into a video signal including at least one video object, the method comprising:

steganographically encoding object information about the video object into the video signal; and

associating the object information with an action, where the action is performed in response to user selection of the video object through a user interface while the video signal is playing, wherein the video object is encoded with the object information as part of a process of capturing the video signal of physical objects, and the object information pertains to the physical objects captured in the video signal.

11. (original): The method of claim 10 wherein the object information is encoded as part of a process of capturing the video signal during a live broadcast or transmission of the video signal.

12. (original): The method of claim 10 wherein object information is encoded for at least two different video objects depicted in frames of the video signal.

13. (previously presented): A method of encoding substantially imperceptible auxiliary information into a video signal including at least one video object, the method comprising:

steganographically encoding object information about the video object into the video signal; and

associating the object information with an action, where the action is performed in response to user selection of the video object through a user interface while the video signal is playing, wherein object information is encoded for at least two different video objects such that the object information is synchronized with corresponding video objects depicted in the video signal during playback.

14. (canceled)

15. (previously presented): A method for using a watermark encoded into a video signal or in an audio track accompanying the video signal, where the watermark comprises information regarding a video object in the video signal, the method comprising:

- decoding the watermark information;
- receiving a user selection of the video object; and
- executing an action associated with the video object information, wherein the video signal includes watermark information for at least two different video objects in the video signal, and the watermark information associates the video objects with object actions or information.

16. (currently amended): The method of claim 15 wherein the audio track includes watermark information for at least two different video objects appearing in at least one the same frame frames of the video signal, and wherein the watermark information associates the video objects with object specific actions or information.

17-24. (canceled)

25. (original): A method for encoding substantially imperceptible auxiliary information into an audio track of a video signal including at least one video object, the method comprising:

steganographically encoding object specific information about the video object into the audio track; and

associating the object specific information with an action, where the action is performed in response to user selection of the video object through a user interface while the video signal is playing.

26. (original): The method of claim 25 wherein the object specific information includes an identifier and screen location of the video object.

27. (original): The method of claim 25 wherein the object specific information includes information for at least two different video objects.